



OUTREACH COMMITTEE MEETING MINUTES

**July 14, 2004, 3:00 P.M.
5th Floor Small Conference Room, City Hall**

Present: Commissioners Davidson, Gardner, Huerta and Percy

Absent: None

Chairman Percy called the meeting to order at 3:07 p.m.

Public Comments

Dr. Ronald Bailey spoke on a wide range of topics the point of which was to say that unless the commission established its credibility it should not be in existence.

Ralph Avila supported Dr. Bailey's statement.

Approval of the Minutes

The minutes for the June 9, 2004 committee meeting were approved.

Discuss Future Outreach Opportunities

1. Commissioners Percy and Davidson developed an outline of talking points for use at upcoming RPD roll calls.
2. Upcoming speaking engagements were discussed with emphasis on the upcoming presentation to the Latino Network by Gloria Huerta. The committee asked the CPRC Manager to develop a list of talking points for Gloria.
3. The committee expressed the desire to have questions regarding the CPRC inserted into the annual city customer service survey.

Discuss outreach Marketing Concepts

The CPRC manager advised the committee of the upcoming attempt to develop a comprehensive marketing plan with help from the Communications Officer and M.J. Abraham, the Marketing Manager for the Utilities Department.

The committee discussed the possibility of developing a questionnaire to send to complainants after their case has been resolved with emphasis on how they view the complaint intake process.

The CPRC Manager was asked to inquire about the cable television program featuring Council member Gage.

The Committee adjourned at 4:01 p.m.

Respectfully submitted,

DON WILLIAMS
Executive Director